



## **MENOMONIE TOURISM COMMISSION**

*Meeting Minutes*  
**January 25, 2018**  
**Airport Conference Room**

**MEMBERS PRESENT:** Knaack, Willow, Solberg & Raval

**OTHERS PRESENT:** Cynor, Hagman, Bethea & Prange

A motion was made by Knaack, seconded by Raval to approve the November 9, 2017 meeting minutes. Motion carried.

### **ITEMS OF DISCUSSION:**

The Commission discussed the Strategic Planning Report, including the implementation process involving term limits, analytics, and adding billboards. No official action was taken on the item. After a lengthy discussion regarding future contract direction and expenditures, a motion was made by Knaack, seconded by Solberg to approve the Chamber of Commerce using 2017 carryover funds towards the 2018 marketing plan and activities. Motion carried.

A 2018 Tourism Marketing Plan will be presented at the March meeting.

### **OTHER BUSINESS**

The next regular meeting will be on Thursday March 15, 2018 at 9:30 AM at the Airport Conference Room. A motion was made by Solberg, seconded by Knaack to adjourn. Motion carried.

Respectfully Submitted,

Lowell Prange